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Attorneys for Defendant
FASHION NOVA, INC.

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

JUAN ALCAZAR, individually and on behalf of
all others similarly situated.,

Plaintiff,

v.

FASHION NOVA, INC., a California
Corporation, and DOES 1 to 10, inclusive,

Defendants.

Case No. 4:20-cv-01434-JST

Assigned to Hon. Jon S. Tigar

**DECLARATION OF RICKY CHANDNANI
IN SUPPORT OF DEFENDANT FASHION
NOVA, INC.'S NOTICE OF MOTION AND
MOTION TO EXCLUDE, OR
ALTERNATIVELY, TO LIMIT, THE
EVIDENCE, TESTIMONY, AND/OR
ARGUMENT RE: EXPERT OPINIONS OF
ROBERT MOODY**

Hearing Date: January 4, 2024

Trial Date: April 8, 2024

Complaint Filed: February 26, 2020

1 I, Ricky Chandnani, hereby declare and state:

2 1. I am the Chief Financial Officer of FASHION NOVA, INC., Defendant in the
3 above-captioned matter. I am filing this declaration in support of Defendant's Motion to Exclude,
4 or Alternatively, to Limit, the Evidence, Testimony, and/or Argument re Expert Opinions of
5 Robert Moody. Except where otherwise indicated, all the information contained herein is based
6 upon my personal knowledge and if called and sworn as a witness, I could and would competently
7 testify thereto.

8 2. As Chief Financial Officer, I am familiar with all of Fashion Nova's locations, its
9 advertising, and where its merchandise is primarily sold and located. I have held the position of
10 Chief Financial Officer since June 2021.

11 3. Fashion Nova is an online retailer that primarily sells women's clothing, shoes, and
12 other accessories.

13 4. Fashion Nova has five brick-and-mortar stores—all in Southern California—in
14 Burbank, Montebello, Northridge, Panorama City, and Los Angeles.

15 5. The hours of the five retail stores are not listed on Fashion Nova's website.

16 6. Fashion Nova's website does not contain a "store locator" function that enables a
17 customer to search for nearby stores. Instead, the five store addresses are listed on a page on the
18 website. See <https://www.fashionnova.com/pages/locations>.

19 7. The merchandise available in Fashion Nova's physical stores is available online;
20 however only a small percentage of SKUs available online is also available in Fashion Nova's
21 physical stores. For example, in October 2023, only 3.8% of SKUs available online were also
22 available in Fashion Nova's physical stores.

23 8. Fashion Nova does not offer online customers the option of in-store pickup for
24 online merchandise purchases.

25 9. Fashion Nova does not sell or advertise merchandise from its physical locations with
26 coupons or promotions on its website. The promotions and pricing for the physical location and
27 website are typically different.
28

1 10. In my experience, Fashion Nova customers do not interact with the website as a
2 gateway to the physical stores. For example, in the seven days ending November 29, 2023,
3 778,412 unique searches were run on the www.fashionnova.com website and only 1 of those
4 searches was for “store” and only 1 search was for “stores.” Fashion Nova’s on-line sales account
5 for 99.6% of the company’s revenue, while physical stores only account for .4% of total company
6 sales.

7 I declare under penalty of perjury under the laws of the United States of America and the
8 State of California that the foregoing is true and correct.

9 Executed this 30th day of November, 2023 in Los Angeles, California.

10 
11 Ricky Chandnani